Instructor’s Notes for Operations Planning and Control. Casebooks in Production Management 1964

IT Crisisology Casebook Sergey V. Zykov

The Global Human Resource Management Casebook Liza Castro Christiansen 2017-08-04 This casebook is a collection of international teaching cases focusing on contemporary human resource management issues. Each case centers primarily on one country and illustrates a significant challenge faced by managers and HR practitioners, helping students to understand how the issues they learn about in class play out in the real world. The cases emphasize the national and cultural contexts of HR management, providing readers with a global understanding of employee motivation, reward systems, recruitment and selection, career development, and more. In this edition, the editors and authors have made significant updates to reflect recent developments in the field and cover a broader range of countries in Eastern Europe and Africa. The authors also delve into new industries like food service, clothing manufacturing, and transportation as well as IT and academia. Recommendations for further reading and relevant videos provide readers with practical insights into the modern HRM field. With more than 30 cases followed by questions and tasks to encourage reflection, this is a valuable companion for any student of human resource management.

Casebooks in Production Management. (By A.R. Dooley and Others. With Illustrations.) Arch Richard DOOLEY 1964

Worldwide Casebook in Marketing Management Luiz Moutinho 2016-02-29 This casebook is a collection of case studies in marketing and business management. It covers a huge array of decision-making areas and many different industries ranging from computers, petrol retailing and electronic gaming to drinks, fashion, airlines and mobile communication. The worldwide cases are all related to many well-known brands and corporations like British Airways, Red Bull, Nintendo, Google, Microsoft, Cacharel, etc. Contents:Introduction to Case Analysis;Consumer Behaviour;San Pellegrino (Italy);Nintendo Wii (Japan);Zara (Spain);Branding;Lenovo (China);Red Bull (Austria);SingTel (Singapore);Marketing Communication;Foster’s (Australia);Google (The US);Walkers (The UK);TAG Heuer (Switzerland);The Globe (Canada);Retailing:Currys (The UK);Cold Storage (Singapore);Marketing Programming:Microsoft (The US);National Australia Bank (Australia);Acer (Taiwan);Kerry (Ireland);Siemens (Germany);ING (Holland);Electrolux (Sweden);Strategic and Global Marketing:British Airways (The UK);Grundfos (Denmark);Petrobras (Brazil);Accor (France).

Readership: Graduate students and researchers who are interested in marketing management. Key Features:Comprises of a large collection of case studies in marketing and managementCovers many different industries, well-known brands and companiesOffers studies on new trends and innovative marketing conceptsKeywords:Marketing Management;Innovation;British Airways;Red Bull;Nintendo;Google;Microsoft;Cacharel

Project Management Casebook: Instructor’s Manual 2016-03-01 Each of the cases provides new and unique challenges that have been mastered by the practice of project management. Readers will be able to apply the knowledge learned from this casebook in their work. The cases enable readers to see how and why projects are used in a wide variety of organizational settings in contemporary life. Readers are exposed to both successful and not-so-successful project management practices. The case-study approach encourages reader participation and active learning, and provides the opportunity to learn something of the real world of project management. It is essential in the curricula of project management training for both undergraduate and graduate students, as well as for continuing education, consulting, and in-house company training programs. The cases were chosen for their importance in discussing the fundamentals of project management. Most contain descriptions of actual projects, and each is followed by a series of questions to guide readers’ analysis of the article to maximize the learning process.

The Supply Chain Management Casebook Chuck Munson 2013-06-18 30 up-to-date case studies illuminate every aspect of modern supply chain management • Risk management, analytics, global supply chain issues, and much more • Innovative processes, technologies, strategies, and tactics • An indispensable resource for both students and practitioners This casebook brings together 30 focused cases addressing virtually every aspect of supply chain management, from procurement to warehousing, strategy to risk management, IT to supplier selection and ethics. A global team of contributors presents key challenges in industries ranging from pharmaceuticals to fashion and previous issues ranging from the “limits of lean” to the potential of 3-D printing. Cases vary in length and complexity, offering maximum flexibility to both instructors and readers; a convenient table provides fast access to specific topics. Qualitative cases are supported by relevant discussion questions and sample responses; quantitative cases are supported by completed numerical solutions, and, where applicable, associated spreadsheets.

Strategic Financial Management Casebook Rajesh Kumar 2017-01-05 Strategic Financial Management Casebook strategically uses integrative case studies—cases that do not emphasize specific subjects such as capital budgeting or value based management—to provide a framework for understanding strategic financial management. By featuring holistic presentations, the book puts readers into the shoes of those responsible for the world’s largest wealth creators. It covers strategies of growth, mergers and acquisitions, financial performance analysis over the past decade, wealth created in terms of stock returns since its listing in stock market, investment and financial decisions, cost of capital, and corporate valuation. In addition, the casebook also discusses corporate restructuring activities undertaken by each company. Each chapter follows a template to facilitate learning, and each features an Excel-based case analysis worksheet that includes a complete data set for financial analysis and valuation. Introduces a conceptual framework for integrating strategy and finance for value creation Emphasizes the roles of corporate governance, corporate social responsibility, and risk management in value creation Encourages an analysis of investment, financing, and dividend decisions Examines non-financial factors that contribute to value

Modern Supply Chain Casebooks

Project Management Casebook

Strategic Financial Management Casebook

Supply Chain Management Casebook

Worldwide Casebook in Marketing Management

IT Crisisology Casebook